

## Industrial Key Accounts Program



### Apply EPRI's Unique Industrial Resources to Meet Your Key Account Objectives

Pull ahead of the competition by offering your key account customers products and services that go well beyond the energy provider's usual catalog of kilowatt-hours and energy-efficiency programs. Offer real time solutions to your industrial customer issues, namely how to cut costs and increase productivity and product quality, while meeting environmental and safety requirements. Such assistance will strengthen your customer relationships, allow you to increase electricity sales and retain your key accounts.

#### **CUSTOMIZE EPRI RESOURCES TO MEET YOUR OBJECTIVES**

- Customer Support – on-site process audits and assessments of applications for electrotechnologies, customer conferences, and workshops to help your staff engage your key customers
- Key Account Market Intelligence – to understand customer drivers and their relative competitiveness in the marketplace.
- Access to Industry Expertise – “on-line” e-mail updates on new products and services for your key customers.
- Training – to help educate your key accounts managers about your key customer's business and manufacturing processes and other related knowledge to make them more effective in customer engagements.

- Customer Technology Development and Demonstration Opportunities – to help bring technological advancement opportunities to your key customers.
- InfoSearch – your staff can obtain “real time” searches of EPRI publications in order to find customer support information of particular interest.
- Optional customized products – can be provided to meet your specific business objectives, such as load-building and new industrial business development

#### **SPECIFIC DELIVERABLES**

Will be determined in consultation with EPRI representatives.

#### **PARTICIPATION ENSURES THAT YOUR KEY ACCOUNTS**

**PROGRAM IS POSITIONED FOR SUCCESS.** With the confidential advice of EPRI's Industrial staff you can design a program of customized products and services from EPRI's portfolio. EPRI staff and network of technical experts will work with you to make sure the activities and products selected will ensure your customer objectives are met.


**THIS CUSTOMIZABLE PROGRAM, CONDUCTED ON A CONFIDENTIAL BASIS, IS OPEN TO ALL ENERGY COMPANIES IN NORTH AMERICA** and can be initiated upon your request.

It is easy to get started and here is how it works. In confidential consultation with EPRI staff, you will provide:

- Your Key Accounts Program Objectives
- Identify Key Account Customers
- EPRI will prepare a Portfolio of Potential Customer Opportunities for your review
- You Provide Feedback on the Potential Portfolio
- EPRI Revises/Addresses Your Suggestions, Concerns/Issues
- We Meet to Discuss and Reach Agreement on Proceeding.
- Program Begins

**FOR MORE INFORMATION, CONTACT** the EPRI Customer Assistance Center at 800-313-3774 or [askepri@epri.com](mailto:askepri@epri.com).

© 1999 Electric Power Research Institute (EPRI), Inc. All rights reserved.  
Electric Power Research Institute and EPRI are registered service marks of the Electric Power Research Institute, Inc. EPRI. POWERING PROGRESS is a service mark of the Electric Power Research Institute, Inc.

 Printed on recycled paper in the United States of America

SO-112755-R1